

11556-150

07/19/2013

1/14



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

JUL 19 2013

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Mr. J. Todd Frank  
Bayer Health Care LLC  
Animal Health Division  
P.O. Box 390  
Shawnee Mission, KS 66201

Subject: Addition of Alternate Brand Names

Dear Mr. Frank:

The Agency is in receipt of your Application(s) for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated August 9, 2013 for:

**EPA Registration 11556-150**

**Advantage II Kitten (Alternate Names: ExpertCare Flea Protection Kitten  
ExpertCare Topical Flea Protection Kitten  
ExpertCare Kitten Flea Protection  
ExpertCare Kitten Topical Flea Protection)**

The Registration Division (RD) has conducted a review of this request of applicability under PRN 98-10 and finds that the label changes(s) requested falls within the scope of PRN 98-10. The label has been date-stamped "Notification" and will be placed in our records.

If you have any questions, call me at 703 305-5409 or electronically at [daniel.dani@epa.gov](mailto:daniel.dani@epa.gov).

Sincerely,

A handwritten signature in cursive script that reads "Dani Daniel".

Dani Daniel  
Registration Division (7504P)  
Insecticide/Rodenticide Branch

# NOTIFICATION

Please read instructions on reverse before completing form.

Form Approved, OMB No. 2070-0060 2/14

 <p><b>EPA</b></p>	United States <b>Environmental Protection Agency</b> Washington, DC 20460	JUL 19 2013 <input type="checkbox"/> Registration <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> Other:	OPP Identifier Number
--	---	--	-----------------------

## Application for Pesticide - Section I

1. Company/Product Number <b>11556-150</b>	2. EPA Product Manager <b>Venus Eagle</b>	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) <b>Advantage II Kitten</b>	PM# <b>01</b>	
5. Name and Address of Applicant (Include ZIP Code) <b>Bayer HealthCare LLC, Animal Health Division</b> <b>PO Box 390</b> <b>Shawnee Mission, KS 66201</b>  <input type="checkbox"/> Check if this is a new address		6. <b>Expedited Review.</b> In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. _____  Product Name _____

## Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below

**Explanation:**

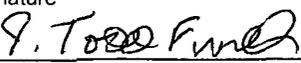
Notification per PR Notice 98-10: Addition of alternate brand name.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

## Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" Unit Packaging wgt.    No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes" Package wgt.    No. per container	<input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)		
*Certification must be submitted					
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Other _____ <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

## Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)		
Name J. Todd Frank	Title Regulatory Affairs Consultant	Telephone No. (Include Area Code) <b>913-268-2585</b>
I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received <b>(Stamped)</b>  _____
2. Signature 	3. Title Regulatory Affairs Consultant	
4. Typed Name J. Todd Frank (todd.frank@bayer.com)	5. Date 08/09/2013	

3/14



# Bayer HealthCare

Via Federal Express

August 9, 2013

Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7504P)  
U.S. Environmental Protection Agency  
Room S-4900, One Potomac Yard  
2777 South Crystal Drive  
Arlington, VA 22202-4501

Attention: Ms. Venus Eagle/PM 01

Subject: Additional of alternate brand names:

- Advantage II Kitten (EPA Reg. No. 11556-150)
- Advantage II Small Cat (EPA Reg. No. 11556-151)
- Advantage II Large Cat (EPA Reg. No. 11556-152)

Bayer HealthCare LLC

Animal Health

P.O. Box 390  
Shawnee Mission, KS  
66201-0390

Dear Ms. Eagle:

Please find enclosed, for the Agency's acceptance, three Applications for Pesticide Notification, one copy of the highlighted label, and ~~two~~ <sup>one</sup> copies of the unhighlighted labels for the subject products.

As allowed by PR Notice 98-10 Bayer HealthCare LLC Animal Health is adding Alternate Brand Names. No other changes have been made to the label.

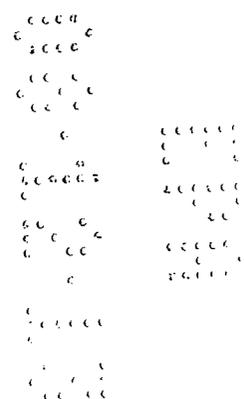
If you have any questions, please do not hesitate to call (913-268-2585).

Sincerely,

J. Todd Frank  
Regulatory Affairs Consultant  
[todd.frank@bayer.com](mailto:todd.frank@bayer.com)

Enclosures:

- 1) Advantage II Kitten - Application w/att.
- 2) Advantage II Small Cat - Application w/att.
- 3) Advantage II Large Cat - Application w/att.



# NOTIFICATION

Reason To Issue: Addition of Alternate brand names.

Date: 08/09/13

Supersedes: 02/14/13

4/14

JUL 19 2013

NOTE TO REVIEWER: [(Brackets and parentheses indicate alternate language)]

[Front Panel]

## Advantage® II Kitten

### Alternate Brand Names:

[ExpertCare Flea Protection Kitten]

[ExpertCare Topical Flea Protection Kitten]

[ExpertCare Kitten Flea Protection]

[ExpertCare Kitten Topical Flea Protection]

Once-A-Month Topical Flea Prevention and Treatment for Cats  
For Use ONLY on Cats 8 Weeks and Older and Weighing 2 – 5 lbs.

[Selected optional claims bulleted here from page 10 and/or 11]

- 
- 
- 
- 

<u>Active Ingredients</u>	<u>% By Weight</u>
Imidacloprid .....	9.10%
Pyriproxyfen .....	0.46%
Other Ingredients .....	90.44%
Total .....	100.00%

EPA Est. No. 11556-XXX-X

EPA Reg No. 11556-150

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

Reason To Issue: Addition of Alternate brand names.

Date: 08/09/13

Supersedes: 02/14/13

5/14

See back panel for Precautionary Statements.

For Directions for Use, Storage and Disposal, and First Aid see package insert inside.

[Back Panel]

**Advantage® II Kitten**

Once-A-Month Topical Flea Prevention and Treatment for Cats  
For Use ONLY on Cats 8 Weeks and Older and Weighing 2 - 5 lbs.

**READ THE ENTIRE LABEL BEFORE EACH USE**

For the Prevention and Treatment of Flea Infestations

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS**

**CAUTION:** Harmful if swallowed. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash hands thoroughly with soap and warm water after handling. Keep out of reach of children. Do not contaminate feed or food.

**HAZARDS TO DOMESTIC ANIMALS**

**For external use only.** Do not apply to cats or kittens under 8 weeks of age or weighing less than 2 lbs. As with any product, consult your veterinarian before using this product on debilitated, aged, pregnant or nursing cats. Individual sensitivities, while rare, may occur after using ANY pesticide product for cats. If signs persist, or become more severe, consult a veterinarian immediately. If your cat is on medication, consult your veterinarian before using this or any other product.

**Side Effects:** Monitor your cat after application. Side effects, although very rare, may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as hypersalivation, vomiting or diarrhea have also been reported. If these or other side effects (such as lethargy) occur, consult your veterinarian or call 1-800-422-9874.

For consumer questions call 1-800-255-6826.

For medical emergencies call 1-800-422-9874.

**RESTRICTIONS:**

- Use only on cats or kittens 8 weeks and older. Do not apply to cats or kittens weighing less than 2 lbs. Do not use on other animals.

Reason To Issue: Addition of Alternate brand names.

Date: 08/09/13

Supersedes: 02/14/13

6/14

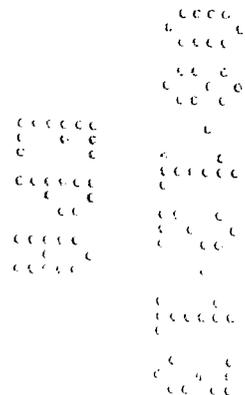
- Do not apply more than one (1) tube per treatment.
- Do not have contact or allow children to have contact with treated area until completely dry.

Net Contents:  Tube(s), each 0.0078 fl. oz. (0.23 mL)

[Sample - Not for (Re)Sale]

Manufactured For  
Bayer HealthCare LLC  
Animal Health Division  
P.O. BOX 390  
Shawnee Mission, Kansas 66201 USA

Made in Germany



7/14

[Back Panel and/or Insert]

**Advantage® II Kitten**

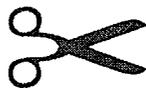
Once-A-Month Topical Flea Prevention and Treatment for Cats  
For Use ONLY on Cats 8 Weeks and Older and Weighing 2 - 5 lbs.

**READ THE ENTIRE LABEL BEFORE EACH USE**

For the Prevention and Treatment of Flea Infestations

***DIRECTIONS FOR USE***

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.



**HOW TO OPEN**

[OPTION 1: INSTRUCTIONS FOR BLISTER PACK]

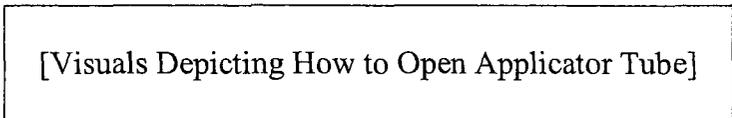
1. Being careful not to cut close to the blister cavities, take scissors and cut off one section of the card containing a single tube.
2. Take the separated section, and cut into the blister cavity across the small side, close to the cap of the tube.
3. Peel off the foil, and take out the tube.
4. Repeat steps 1 to 3 for each tube.

[OPTION 2: INSTRUCTIONS FOR POUCH PACK]

1. Be sure tube is at bottom of pouch.
2. Using scissors, cut the pouch across the top and remove tube.

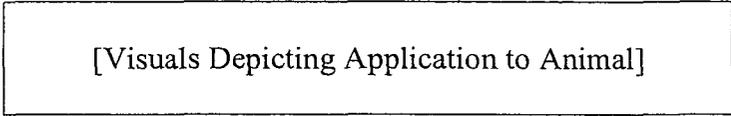
**HOW TO APPLY**

1. Remove one applicator tube from the package. See "HOW TO OPEN" section.
2. Hold applicator tube in an upright position facing away from you and your pet's face and eyes. Pull cap off tube.



3. Turn the cap around and place other end of cap back on tube.

- 4. Twist cap to break seal, then remove cap from tube.
- 5. Part the hair on the neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze the tube to expel the entire contents directly on the skin. *Do not get this product in your cat's eyes, or allow your cat to ingest this product. The product is bitter tasting and salivation may occur for a short time if the cat licks the product immediately after treatment.* Treatment at the base of the skull will minimize the opportunity for the cat to lick the product. Do not allow the product to run off.



- 6. Discard empty tube as described in Storage and Disposal.
- 7. Under normal conditions this product is effective for a month. However, in case of severe flea infestation, retreatment may be necessary earlier than four ( 4) weeks. Do not retreat more often than once every fourteen (14) days. After flea control is attained, return to a monthly retreatment schedule.

**PRODUCT INFORMATION**

The successive feeding activity of fleas on cats frequently elicits a hypersensitivity skin disorder known as flea allergy dermatitis (FAD) or flea bite hypersensitivity. Treatment of cats with Advantage® II Kitten kills fleas and may reduce the incidence of this condition.

Advantage® II Kitten kills the existing fleas on cats within 12 hours. Reinfesting fleas are killed within 2 hours with protection against further flea infestation lasting for up to four (4) weeks. Pre-existing pupae in the environment may continue to emerge for six (6) weeks or longer depending upon the climatic conditions.

Fleas, eggs and larvae in the cat's surroundings are killed following contact with an Advantage® II Kitten treated cat. Advantage® II Kitten provides multi-stage flea control effectively breaking all flea life-cycle stages for lasting control of flea populations.

Advantage® II Kitten kills adult fleas quickly, within 12 hours, inhibits the development of immature flea life stages and prevents them from reaching the biting adult stage.

Advantage® II Kitten is waterproof and remains effective following a shampoo treatment or after exposure to rain or sunlight.

Apply monthly treatments for optimal control and prevention of fleas.

**KEEP OUT OF REACH OF CHILDREN****CAUTION****PRECAUTIONARY STATEMENTS****HAZARDS TO HUMANS**

**CAUTION:** Harmful if swallowed. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash hands thoroughly with soap and warm water after handling. Keep out of reach of children. Do not contaminate feed or food.

<b>FIRST AID</b>	
<b>If Swallowed:</b>	<ul style="list-style-type: none"> <li>• Call a poison control center or doctor immediately for treatment advice.</li> <li>• Have person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li> <li>• Do not give anything to an unconscious person.</li> </ul>
<b>If In Eyes:</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>
<b>If On Skin</b>	<ul style="list-style-type: none"> <li>• Wash with plenty of soap and water.</li> </ul>
<b>HOT LINE NUMBER</b>	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For medical emergencies call 1-800-422-9874. For customer questions call 1-800-255-6826.	
<b>NOTE TO PHYSICIAN</b>	
Treat the patient symptomatically.	

**HAZARDS TO DOMESTIC ANIMALS**

**For external use only.** Do not apply to cats or kittens under 8 weeks of age or weighing less than 2 lbs. As with any product, consult your veterinarian before using this product on debilitated, aged, pregnant or nursing cats. Individual sensitivities, while rare, may occur after using ANY pesticide product for cats. If signs persist, or become more severe, consult a veterinarian immediately. If your cat is on medication, consult your veterinarian before using this or any other product.

**Side Effects:** Monitor your cat after application. Side effects, although very rare, may include signs of skin irritation such as redness, scratching, or other signs of discomfort. Gastrointestinal signs such as hypersalivation, vomiting or diarrhea have also been reported. If these or other side effects (such as lethargy) occur, consult your veterinarian or call 1-800-422-9874.

10/  
K

For medical emergencies call 1-800-422-9874.

**RESTRICTIONS:**

- Use only on cats or kittens 8 weeks and older. Do not apply to cats or kittens weighing less than 2 lbs. Do not use on other animals.
- Do not apply more than one (1) tube per treatment.
- Do not have contact or allow children to have contact with treated area until completely dry.

**STORAGE AND DISPOSAL**

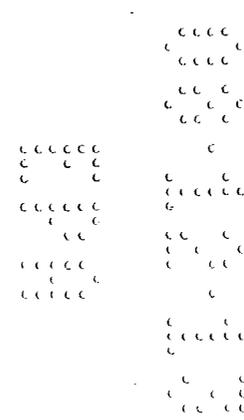
Do not contaminate water, food or feed by storage or disposal.

**Pesticide Storage:** Store in a cool, dry place inaccessible to children and pets. **Pesticide Disposal and Container Handling:** Nonrefillable container. **If empty:** Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or 1-800-422-9874 for disposal instructions. Never place unused product down any indoor or outdoor drain.

**LIMITED WARRANTY AND LIMITATION OF DAMAGES**

Bayer HealthCare LLC, Animal Health Division warrants that this material conforms to the chemical description on the label. TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, BAYER MAKES NO OTHER EXPRESS OR IMPLIED WARRANTY, INCLUDING ANY OTHER EXPRESS OR IMPLIED WARRANTY OF FITNESS OR MERCHANTABILITY, and no agent of Bayer is authorized to do so except in writing with a specific reference to this warranty. Any damages arising from a breach of this warranty shall be limited to direct damages and shall not include consequential commercial damages such as loss of profits or values, etc.

For more information visit [www.petparents.com](http://www.petparents.com)



Reason To Issue: Addition of Alternate brand names.

Date: 08/09/13  
Supersedes: 02/14/13

11/14

[Label on Individual Tube]

Advantage® II Kitten

9.10% Imidacloprid

0.46% Pyriproxyfen

0.0078 fl. oz. (0.23 mL)

EPA Reg. No. 11556-150

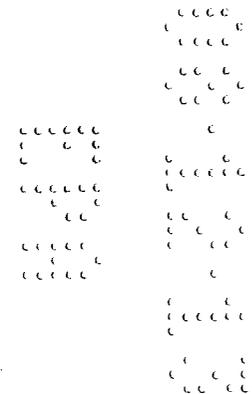
Keep Out of Reach of Children

CAUTION

Read The Entire Label Before Use

BAYER

Lot No. 0000000





NOTE TO REVIEWER: [(Brackets and parentheses indicate alternate language)]

**OPTIONAL MARKETING CLAIMS [Appearing on any panel]**

- For use on cats and kittens 8 weeks of age and older
- Advantage II contains [imidacloprid], [and an/the] [insect growth regulator] [IGR] [pyriproxyfen]
- A single topical application remains effective for up to [4 weeks] [a month]
- Convenient, easy-to-apply topical solution
- Convenient, easy-to-apply and fragrance free [monthly] [topical solution]
- Once a month topical flea prevention and treatment for cats 8 weeks of age or older
- Advantage II is indicated for the prevention and treatment of fleas on cats 8 weeks of age and older
- For the prevention and treatment of flea infestations
- One treatment prevents further flea infestations for up to [4 weeks] [a month]
- Kills fleas on cats within [12] hours and continues to prevent infestations for up to [four weeks] [a month]
- Kills fleas before they lay eggs
- Larval flea stages in the cat's environment are killed following contact with an Advantage II treated cat
- Kills larval stages of fleas following contact with an Advantage II treated cat
- Kills fleas within [12] hours of application
- Stops existing flea infestations by killing adult fleas
- Prevents reinfestations by killing adult fleas before they lay eggs
- Reinfesting fleas are killed within 2 hours with protection against further flea infestation
- [Prevents] [Stops] flea eggs from hatching [into biting adults]
- Effectively breaks the flea life cycle
- [Kills] [Controls] all flea life stages
- Comprehensive flea prevention and treatment
- 3-way flea protection ([kills] [controls]) adults, larvae, and eggs
- [Prevents] [Stops] flea eggs from developing into [(biting) (adult)] fleas
- Treatment with Advantage II kills fleas and may reduce the incidence of flea allergic dermatitis [FAD] or flea bite hypersensitivity
- Flea adulticide, larvicide, and ovcide
- Kills flea eggs
- Controls flea problems
- Provides flea protection
- Controls existing fleas and flea eggs plus [and] [prevents] future flea infestations
- Advantage II may be used year-round for flea [prevention][ protection]

- Contains an insect growth regulator (IGR) to kill flea eggs and prevent re-infestation
- Monthly use of Advantage II kills fleas and may prevent ([flea allergy dermatitis][flea bite hypersensitivity])
- Controls existing flea infestations on your cat and prevents further infestations
- Prevents fleas on treated cats from infesting (reinfesting)
- Remains effective after bathing
- Remains effective following shampooing
- Waterproof
- Remains effective after exposure to rain or sunlight
- Fragrance-free
- In child-resistant packaging
- Starts working through contact

